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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/852,229
		Filing Date	May 8, 2001
		First Named Inventor	Michael CRISTOFALO
		Art Unit	2611
		Examiner Name	Andrew J. Faile
Total Number of Pages in This Submission	14	Attorney Docket Number	559442003900

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
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<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	PTO/SB/08 (11 pages) along with (1) box of references.
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<input type="checkbox"/> Certified Copy of Priority Document(s)	Remarks	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	MORRISON & FOERSTER LLP Jonathan Bockman - 45,640
Signature	
Date	November 23, 2004

CERTIFICATE OF HAND DELIVERY

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PATENT
Docket No. 559442003900



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO et al.

Serial No.: 09/852,229

Filing Date: May 8, 2001

For: TECHNIQUE FOR OPTIMIZING THE
DELIVERY OF ADVERTISEMENTS
AND OTHER PROGRAMMING
SEGMENTS BY MAKING
BANDWIDTH TRADEOFFS

Examiner: Andrew J. Faile

Group Art Unit: 2611

SUPPLEMENTAL INFORMATION DISCLOSURE
STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO-1449. Copies of the foreign and non-patent documents are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is submitted before mailing of a first Office Action on the merits; accordingly, no fee is required.

Applicants would appreciate the Examiner initialing and returning the Form PTO-1449, indicating that the information has been considered and made of record herein.

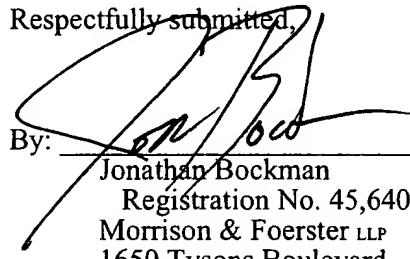
The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing 559442003900.

Dated: November 23, 2004

Respectfully submitted,

By:



Jonathan Bockman
Registration No. 45,640
Morrison & Foerster LLP
1650 Tysons Boulevard
Suite 300
McLean, Virginia 22102
Telephone: (703) 760-7769
Facsimile: (703) 760-7777

Form PTO-1449

INFORMATION DISCLOSURE CITATION
IN AN APPLICATION

(Use several sheets if necessary)

Docket Number: 559442003900

Application Number: 09/852,229

Applicant

CRISTOFALO et al.

Filing Date: May 8, 2001

Group Art Unit: 2611

Mailing Date: November 23, 2004

U.S. PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate
	1.	9/30/1952	2,612,553	HOMRIGHOUS			
	2.	1/15/1957	2,777,901	DOSTERT			
	3.	3/18/1958	2,826,828	HAMILTON			
	4.	10/13/1959	2,908,767	FRITZINGER			
	5.	1/19/1960	2,921,385	HAMILTON			
	6.	11/7/1961	3,008,000	MORCHAND			
	7.	2/6/1962	3,020,360	GRATIAN et al.			
	8.	7/13/1965	3,194,895	TREADWELL			
	9.	11/30/1965	3,221,098	FELDMAN et al.			
	10.	4/12/1966	3,245,157	LAVIANA			
	11.	6/14/1966	3,255,536	LIVINGSTON			
	12.	9/20/1966	3,273,260	WALKER			
	13.	11/15/1966	3,284,923	LESLIE			
	14.	9/26/1967	3,343,280	TOLNAI			
	15.	1/30/1968	3,366,731	WALLERSTEIN			
	16.	6/4/1968	3,387,084	HINE et al.			
	17.	4/22/1969	3,440,342	BELTRAMI			
	18.	11/11/1969	3,477,144	STILLIT			
	19.	12/23/1969	3,484,950	SERRELL et al.			
	20.	12/23/1969	3,485,946	JACKSON et al.			
	21.	11/10/1970	3,538,621	MAYEDA			
	22.	12/15/1970	3,546,791	KOOS et al.			
	23.	3/2/1971	3,566,482	MORCHAND			
	24.	4/20/1971	3,575,861	FLOSSMOOR, III			
	25.	8/31/1971	3,602,582	TORRICELLI			
	26.	11/30/1971	3,623,238	LAPLUME et al.			
	27.	2/15/1972	3,643,217	MORPHEW et al.			
	28.	5/30/1972	3,665,615	LAPLUME			
	29.	1/9/1973	3,708,891	ROSOV			
	30.	4/3/1973	3,725,571	JUSTICE			

Form PTO-1449 INFORMATION DISCLOSURE CITATION IN AN APPLICATION <i>(Use several sheets if necessary)</i>				Docket Number: 559442003900	Application Number: 09/852,229
				Applicant	CRISTOFALO et al.
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	31.	5/1/1973	3,730,980	KIRK JR.	
	32.	9/4/1973	3,757,225	ULICKI	
	33.	10/2/1973	3,763,377	WESTON	
	34.	10/9/1973	3,763,577	GOODSON	
	35.	11/27/1973	3,774,316	MEIER	
	36.	6/4/1974	3,814,841	ULICKI	
	37.	7/23/1974	3,825,674	JUSTICE	
	38.	9/3/1974	3,833,760	TICKLE	
	39.	11/19/1974	3,849,594	JUSTICE	
	40.	12/31/1974	3,857,999	JUSTICE	
	41.	1/14/1975	3,860,745	TAKADA	
	42.	8/26/1975	3,902,007	JUSTICE	
	43.	10/28/1975	3,916,092	JUSTICE	
	44.	2/3/1976	3,936,595	YANAGIMACHI et al.	
	45.	4/6/1976	3,947,972	FREEMAN	
	46.	10/26/1976	3,988,528	YANAGIMACHI et al.	
	47.	11/9/1976	3,991,266	BAER	
	48.	7/12/1977	4,034,990	BAER	
	49.	8/2/1977	4,040,088	HANNAN	
	50.	8/23/1977	4,044,380	JUSTICE et al.	
	51.	3/14/1978	4,078,316	FREEMAN	
	52.	4/22/1980	4,199,781	DOUMIT	
	53.	1/13/1981	4,245,245	MATSUMOTO et al.	
	54.	4/28/1981	4,264,924	FREEMAN	
	55.	4/28/1981	4,264,925	FREEMAN et al.	
	56.	9/15/1981	4,290,142	SCHNEE et al.	
	57.	9/29/1981	4,292,649	MACHEBOEUF	
	58.	12/8/1981	4,305,131	BEST	
	59.	5/25/1982	4,331,974	COGSWELL et al.	
	60.	6/1/1982	4,333,152	BEST	
	61.	11/30/1982	4,361,730	BARBER et al.	
	62.	4/26/1983	4,381,522	LAMBERT	
	63.	8/16/1983	4,399,329	WHARTON	

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64.	12/20/1983	4,422,105	RODESCH et al.			
65.	3/27/1984	4,439,784	FURUKAWA et al.			
66.	4/24/1984	4,445,137	PANOFSKY			
67.	4/24/1984	4,445,187	BEST			
68.	3/26/1985	4,507,680	FREEMAN			
69.	5/7/1985	4,516,156	FABRIS et al.			
70.	7/16/1985	4,530,008	MCVOY			
71.	8/20/1985	4,536,791	CAMPBELL et al.			
72.	10/8/1985	4,546,382	MCKENNA et al.			
73.	11/26/1985	4,555,730	BRIGGS			
74.	2/4/1986	4,569,026	BEST			
75.	2/18/1986	4,571,640	BAER			
76.	2/25/1986	4,573,072	FREEMAN			
77.	3/4/1986	4,574,305	CAMPBELL et al.			
78.	5/27/1986	4,591,248	FREEMAN			
79.	7/8/1986	4,599,611	BOWKER et al.			
80.	7/22/1986	4,602,279	FREEMAN			
81.	10/7/1986	4,616,261	CRAWFORD et al.			
82.	11/25/1986	4,625,235	WATSON			
83.	1/6/1987	4,635,132	NAKAMURA			
84.	2/17/1987	4,644,515	ALLEBEST et al.			
85.	3/3/1987	4,647,980	STEVENTON et al.			
86.	5/12/1987	4,665,431	COOPER			
87.	9/15/1987	4,694,490	HARVEY et al.			
88.	10/20/1987	4,701,896	ALLEBEST et al.			
89.	11/3/1987	4,704,725	HARVEY et al.			
90.	11/10/1987	4,706,121	YOUNG et al.			
91.	3/22/1988	4,733,301	WRIGHT, JR.			
92.	3/29/1988	4,734,764	POCOCK et al.			
93.	6/7/1988	4,750,036	MARTINEZ			
94.	8/9/1988	4,763,317	LEHMAN et al.			
95.	8/30/1988	4,768,087	TAUB et al.			
96.	10/11/1988	4,777,529	SCHULTZ			

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				Applicant	CRISTOFALO et al.	
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	97.	10/25/1988	4,780,757	BRYER et al.		
	98.	10/25/1988	4,780,758	LIN et al.		
	99.	11/15/1988	4,785,349	KEITH et al.		
	100.	11/22/1988	4,786,967	SMITH, III et al.		
	101.	2/21/1989	4,807,031	BROUGHTON et al.		
	102.	3/28/1989	4,816,905	TWEEDY et al.		
	103.	4/11/1989	4,821,101	SHORT		
	104.	6/13/1989	4,839,743	BEST et al.		
	105.	7/11/1989	4,846,693	BAER		
	106.	7/11/1989	4,847,690	PERKINS		
	107.	7/11/1989	4,847,698	FREEMAN		
	108.	7/11/1989	4,847,699	FREEMAN		
	109.	7/11/1989	4,847,700	FREEMAN		
	110.	8/8/1989	4,855,827	BEST		
	111.	8/29/1989	4,862,268	CAMPBELL et al.		
	112.	9/26/1989	4,870,591	CICCIARELLI et al.		
	113.	10/17/1989	4,875,096	BAER et al.		
	114.	10/24/1989	4,876,592	VON KOHORN		
	115.	12/5/1989	4,884,974	DESMET		
	116.	1/16/1990	4,894,789	YEE		
	117.	2/27/1990	4,905,094	POCOCK et al.		
	118.	4/10/1990	4,916,633	TYCHONIEVICH et al.		
	119.	4/17/1990	4,918,516	FREEMAN		
	120.	4/17/1990	4,918,620	ULUG		
	121.	5/8/1990	4,924,303	BRANDON et al.		
	122.	5/15/1990	4,926,255	VON KOHORN		
	123.	5/29/1990	4,930,019	CHU		
	124.	7/10/1990	4,941,040	POCOCK et al.		
	125.	8/14/1990	4,949,170	YANAGIDAIRA et al.		
	126.	10/23/1990	4,965,825	HARVEY et al.		
	127.	10/30/1990	4,967,368	BOLLING et al.		
	128.	11/20/1990	4,972,328	WU et al.		
	129.	12/4/1990	4,975,771	KASSATLY		

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130.	1/22/1991	4,987,486	JOHNSON et al.			
131.	1/29/1991	4,988,111	GERLITZ et al.			
132.	1/29/1991	4,989,233	SCHAKOWSKY et al.			
133.	1/29/1991	4,989,234	SCHAKOWSKY et al.			
134.	2/5/1991	4,991,011	JOHNSON et al.			
135.	2/19/1991	4,994,908	KUBAN et al.			
136.	2/19/1991	4,995,036	COPEN et al.			
137.	3/19/1991	5,001,554	JOHNSON et al.			
138.	4/23/1991	5,010,400	OTO			
139.	4/23/1991	5,010,500	MAKKUNI et al.			
140.	5/7/1991	5,014,125	POCOCK et al.			
141.	6/11/1991	5,023,707	BRIGGS			
142.	6/25/1991	5,027,400	BAJI et al.			
143.	7/23/1991	5,033,969	KAMIMURA			
144.	7/23/1991	5,034,807	VON KOHORN			
145.	8/27/1991	5,043,891	GOLDSTEIN et al.			
146.	9/24/1991	5,051,822	RHOADES			
147.	10/1/1991	5,053,883	JOHNSON			
148.	10/8/1991	5,055,924	SKUTTA			
149.	10/15/1991	5,057,915	VON KOHORN			
150.	11/26/1991	5,068,733	BENNETT			
151.	12/31/1991	5,077,607	JOHNSON et al.			
152.	2/25/1992	5,090,708	GERLITZ et al.			
153.	3/3/1992	5,093,718	HOARTY et al.			
154.	4/28/1992	5,109,414	HARVEY et al.			
155.	4/28/1992	5,109,482	BOHRMAN			
156.	7/21/1992	5,132,992	YURT et al.			
157.	7/21/1992	5,133,079	BALLANTYNE et al.			
158.	10/20/1992	5,157,491	KASSATLY			
159.	12/29/1992	5,174,759	PRESTON et al.			
160.	1/5/1993	5,176,520	HAMILTON			
161.	1/5/1993	5,177,604	MARTINEZ			
162.	1/19/1993	5,181,107	RHOADES			

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163.	2/23/1993	5,189,630	BARSTOW et al.			
164.	5/11/1993	5,210,611	YEE et al.			
165.	6/15/1993	5,220,420	HOARTY et al.			
166.	7/13/1993	5,227,874	VON KOHORN			
167.	7/27/1993	5,231,494	WACHOB			
168.	8/17/1993	5,236,199	THOMPSON JR.			
169.	8/24/1993	5,239,463	BLAIR et al.			
170.	8/24/1993	5,239,617	GARDNER et al.			
171.	9/21/1993	5,247,347	LITTERAL et al.			
172.	11/16/1993	5,261,820	SLYE et al.			
173.	3/1/1994	5,291,486	KOYANAGI			
174.	6/7/1994	5,318,450	CARVER			
175.	8/23/1994	5,340,317	FREEMAN			
176.	10/18/1994	5,357,276	BANKER et al.			
177.	11/15/1994	5,365,346	ABUMI			
178.	2/7/1995	5,388,197	RAYNER			
179.	4/4/1995	5,404,393	REMILLARD			
180.	4/11/1995	5,405,152	KATANICS et al.			
181.	5/2/1995	5,412,416	NEMIROFSKY			
182.	8/1/1995	5,438,355	PALMER			
183.	8/15/1995	5,442,389	BLAHUT et al.			
184.	8/22/1995	5,444,499	SAITO			
185.	10/3/1995	5,454,722	HOLLAND et al.			
186.	10/3/1995	5,455,910	JOHNSON et al.			
187.	11/14/1995	5,467,288	FASCIANO et al.			
188.	12/26/1995	5,479,268	YOUNG et al.			
189.	1/30/1996	5,488,411	LEWIS et al.			
190.	6/11/1996	5,526,478	RUSSELL JR. et al.			
191.	7/2/1996	5,532,748	NAIMPALLY			
192.	7/9/1996	5,534,944	EGAWA et al.			
193.	7/16/1996	5,537,141	HARPER et al.			
194.	7/30/1996	5,541,662	ADAMS et al.			
195.	9/17/1996	5,557,724	SAMPAT et al.			

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196.	10/29/1996	5,570,295	ISENBERG et al.			
197.	12/17/1996	5,585,858	HARPER et al.			
198.	1/14/1997	5,594,492	O'CALLAGHAN et al.			
199.	1/14/1997	5,594,935	REBER et al.			
200.	2/4/1997	5,600,363	ANZAKI et al.			
201.	2/4/1997	5,600,364	HENDRICKS et al.			
202.	2/4/1997	5,600,366	SCHULMAN			
203.	2/4/1997	5,600,368	MATTHEWS, III.			
204.	2/4/1997	5,600,573	HENDRICKS et al.			
205.	3/11/1997	5,610,661	BHATT			
206.	3/18/1997	5,612,900	AZADEGAN et al.			
207.	9/9/1997	5,666,293	METZ et al.			
208.	10/28/1997	5,682,597	GANEK et al.			
209.	11/25/1997	5,692,214	LEVINE			
210.	12/2/1997	5,694,163	HARRISON			
211.	2/24/1998	5,721,827	LOGAN et al.			
212.	3/3/1998	5,724,091	FREEMAN et al.			
213.	7/7/1998	5,778,182	CATHEY et al.			
214.	7/21/1998	5,784,055	NGAI			
215.	7/28/1998	5,786,869	BACK et al.			
216.	8/11/1998	5,793,365	TANG et al.			
217.	10/6/1998	5,818,441	THROCKMORTON			
218.	10/27/1998	5,828,421	BOYCE et al.			
219.	1/26/1999	5,864,823	LEVITAN			
220.	7/27/1999	5,930,493	OTTESEN et al.			
221.	8/10/1999	5,937,329	HELMY et al.			
222.	11/9/1999	5,982,436	BALAKRISHNAN et al.			
223.	11/9/1999	5,983,069	CHO et al.			
224.	12/14/1999	6,002,393	HITE et al.			
225.	12/21/1999	6,005,561	HAWKINS et al.			
226.	12/28/1999	6,008,802	IKI et al.			
227.	2/22/2000	6,029,045	PICCO et al.			
228.	5/16/2000	6,064,973	SMITH et al.			

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229.	5/30/2000	6,070,149	TAVOR et al.			
230.	6/13/2000	6,075,971	WILLIAMS et al.			
231.	1/30/2001	6,181,334	FREEMAN et al.			
232.	2/5/2002	6,345,122	YAMATO et al.			
233.	4/16/2002	6,373,904	SAKAMOTO et al.			
234.	7/9/2002	6,418,169	DATARI			
235.	8/13/2002	6,434,621	PEZZILLO et al.			
236.	8/13/2002	6,434,747	KHOO et al.			
237.	12/17/2002	6,496,980	TILLMAN et al.			
238.	4/15/2003	6,549,241	HIROI			
239.	6/17/2003	6,580,462	INOUE et al.			
240.	9/4/2001	6,286,140	IVANYI			
241.	11/1/1988	RE 32776	SAYLOR			
242.	8/10/1993	RE 34340	FREEMAN			

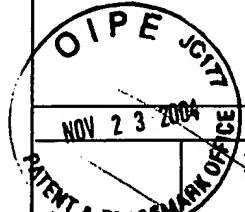
FOREIGN PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Country	Class	Subclass	Translation YES NO
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